

CANADA CONNECT

CANADA AGRIFOOD NETWORK- AGENT DISTRIBUTOR CONNECTION

Program Information

I. Program Description:

CANADA CONNECT is endorsed by the Foreign Agricultural Service, U.S. Embassy, Ottawa Canada and offered by the Service Provider, Faye Clack Marketing and Communications Inc., to assist U.S. companies in their efforts to establish commercial relationships with prospective agents/brokers and/or distributors in Canada.

II. Service Provider Responsibilities:

1. Upon receipt of the Client's product literature, the Service Provider will consult with the CANADA CONNECT Client to discuss qualifications sought in prospective Canadian business partners; will contact and pre-screen prospective partners before scheduling individual business meetings (usually four appointments per day); and will begin work on developing an appointment schedule (normally requires 20 working days).
2. The Service Provider will furnish travel information and logistical support, as required, to the CANADA CONNECT Client from its Canadian office. Upon arrival in Canada, the Service Provider will brief the Client on the economic environment; provide local communications and secretarial services; review the Client's competitive situation based on current import levels, local marketing practices, and industry trends; and accompany the Client to off-site business meetings.
3. The Service Provider will also provide the CANADA CONNECT Client with follow up assistance and support required to meet the Client's stated CANADA CONNECT objectives in Canada.

III. Client's Responsibilities:

Each firm making use of the CANADA CONNECT Service must:

1. Be a bonafide (legally registered) U.S. company;
2. Offer U.S. - origin products or services;
3. Submit a CANADA CONNECT Participation Agreement with supporting material as listed below, at least 20 working days prior to the proposed visit.
4. Submit credit card payment in full to the Service Provider (Cost of service is US\$600 for the first day and US\$300 for a second day, per market).
5. Provide a minimum of 15-20 sets of company literature including an introductory letter stating company's objectives; price lists, product literature, etc. to the Service Provider.
6. Provide a completed CANADA CONNECT Market Interest Questionnaire to the Service Provider.

USDA/Foreign Agricultural Service and/or the Service Provider reserves the right to refuse the CANADA CONNECT Service to prospective users who do not meet these requirements.

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CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR CONNECTION Market Interest Questionnaire

Requested Service to be provided on: _____ (to be confirmed)
(Dates)

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Company/Participant is: ___ New-to-Export ___ New-to-Market ___ Old-to-Market

Number of Employees: ___ 1-49 ___ 50-99 ___ 100-299 ___ more

Current Company Representation in Canada: Yes ___ No ___

- If yes please provide name and contact information:

Additional Information, if needed, e.g. description of products being promoted

Part 1 - Marketing Information

1) Name(s) and title(s) of company representatives who will participate in the CANADA CONNECT Program.

2) Products to be promoted during the CANADA CONNECT Program (this should include descriptive language and mention of significant features). Attach a separate sheet if necessary.

3) Company background (when founded, position in industry, size, etc.)

4) Please indicate the most important end-users for the products that your company will promote in Canada (rank in order of importance):

Retail Grocery (consumer packaging) _____
Food Service (Hotel, Restaurant and Institutional) _____
Food Manufacturers (ingredient buyers) _____
Other (please specify): _____

5) Choose one or all of the following categories to describe your products:

_____ Fresh/Chilled
_____ Frozen
_____ Shelf Stable
_____ Bulk
_____ Other (please specify): _____

6) Objectives in Canada (check all that apply)

	Very Important	Important	Less Important
- Finding National Sales Representation	_____	_____	_____
- Finding Regional Sales Representation	_____	_____	_____
- Finding Direct Buyers	_____	_____	_____
- Finding Licensee	_____	_____	_____
- Finding Joint Venture Partner	_____	_____	_____
- Product testing/ market research	_____	_____	_____
- Other (please specify): _____	_____	_____	_____
_____	_____	_____	_____

Part 2 - Canadian Representative Information

7) Are you currently represented in Canada? Yes _____ No _____

If yes, do your agents or distributors know you are seeking additional representation in Canada?

Yes _____ No _____

Please provide contact information on current agents or distributors and advise if there is a role for them?

8) Who are your principal competitors in Canada?

9) State any specific or special conditions required from prospective Canadian partners (e.g. facilities, technical capabilities, financial strength, complimentary product lines, etc.)

10) Will you require logistical support such as hotel reservations, ground transportation, or other?

Yes _____ No _____

Please specify assistance or information required:

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Participation Agreement

Name of Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Food/Beverage Service Provider:

Faye Clack Marketing & Communications, Inc.

170 Robert Speck Pkwy.
Mississauga, Ontario L4Z 3G1

Telephone: (905) 206-0577

Fax: (905) 206-0581

E-Mail: kboyce@fayeclack.com

Point of Contact: Cory Clack-Streef

Payment accepted by check or Visa

Wine Service Provider:

Ketchin Sales & Marketing

74 Hurontario Street, Suite 206
Collingwood, Ontario L9Y 2L8

Telephone: (705) 444-5255

Fax: (705) 444-6467

Email: rketchin@ketchin.com

Point of Contact: Robert Ketchin

Payment accepted by check

The basic charge for the **CANADA CONNECT** package is US\$600.

VISA Credit Card Number: _____

Expiry Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Additional charges will be on agreement between the Service Provider and the Client and billed separately.

Company/Participant agrees to abide by the terms of the attached CANADA CONNECT, Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Service Provider in connection with this service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative

Date

Print Name and Title